



Military Health Systems (MHS) Human Capital Best Practices

- ☐ Army
- ☐ Navy
- ☒ Air Force
- ☐ PHS
- ☐ VA

Best Practice Title: Air Force Live Chat Room

Purpose of this document: Best practices related to human capital and health care are being identified in the services. When an effective practice is identified, the MHS Human Capital Office or one of it's affiliated tri-service working groups will interview Points of Contact familiar with the best practice and create an executive summary so other services can see, at a glance, practices that may be beneficial to them. The MHS Human Capital Office will make these best practices available to all services, to recognize hard work and innovation and help the other military services benefit from it.

If you know of an innovative or best practice in your organization that you would like to see highlighted and recognized, please contact:

Jennifer Anderson, MHS Office of Human Capital

Best Practice: Air Force Live Chat Room

☐ Basic
☒ Advanced

☒ Military
☐ Civilian

Executive Summary

Description/Summary: The Air Force website, airforce.com, was revamped in December 2008 and now includes, on every page, a link to chat with someone live. The chat function is staffed from 6 am to midnight most days of the week and chatters answer questions from potential candidates, school kids, parents and the public at large. (For additional information see AF presentation).



Reason the Practice was implemented:

The website was redesigned, among other reasons, to increase the number of potential new recruits. This is now the primary source of information for those who eventually join the Air Force.

Challenges:

Hours of the chat room initially were not late enough to capture calls from their target audience. The hours were extended until midnight central time. Another challenge was that many candidates asked the same types of questions. Canned answers were prepared the chatters could drop these answers into the chat box and reduce the amount of time it took them to respond.

Outcome:

Monthly leads for new recruits is up 50% since the website redesign. Leads from the chat room in 2009 were 38,781 and this led to 1,205 new recruits. This is double what it was in 2008 (due to increased hours of chat room). Popularity of the site is growing quickly.

Stakeholders:

Resources Needed:

Eleven full-time chatters are employed to staff the chat room

For additional questions or to suggest a best practice, please email the MHS Office of Human Capital:

humancapitalofficeideas@tma.osd.mil

